

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
NORMALIZING DATA IN A SUPPLY CHAIN MANAGEMENT FRAMEWORK**

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ABSTRACT

10 A system, method and computer program product are disclosed for normalizing data in a supply chain management framework. A plurality of data types are defined with each data type including parameters. Data is received utilizing a network from a plurality of point of sale outlets of a supply chain that relates to an amount of goods sold by the point of sale outlets. A format of the data is verified against the parameters of the defined data types and any discrepancies between the format of the data and the parameters of the defined data types are corrected for facilitating an analysis of the data.